

Abstract of the Invention

A database system is accessible via multiple communications channel types so as to store data entered by users, retrieve the data, and/or to retrieve lists of data
5 according to codes entered by the users. Preferably, the data can be retrieved over wireless channels so that it is available wherever it is needed. In one example, the data comprises a shopping list or list of recipes. Alternatively, the system may be used for collecting or transferring data or performing transactions according to codes transmitted by users over a wireless network. An advantage
10 of this system is that codes may be displayed with advertising material and users may enter codes when they see the advertising material so as to register their interest, obtain more information or conduct a transaction.